

ABSTRACT OF THE DISCLOSURE

JPEG image data is decoded into YCbCr data, an Exif tag is analyzed, and it is judged whether or not the image is to be emphasized in tonality according 5 to the analyzed result. In case of tonality emphasis, the YCbCr data is converted into sRGB data, and the image data is corrected by an sRGB color space to perform conversion into DeviceRGB data. In case of color gamut emphasis, the YCbCr data is converted 10 into xRGB data, and the image data is corrected by an xRGB color space to perform conversion into the DeviceRGB data. Then, the DeviceRGB data is converted into CMYK data to perform the print.